

CLAIMS

1. An electronic program guide for use in conjunction with an interactive television, comprising:
 - at least one television channel listing;
 - at least one Web site channel listing; and
 - an information panel, the information panel displaying information relevant to a channel on the program guide, the electronic program guide including content from at least one Web server and at least one television signal source.
2. An interactive television, comprising:
 - an electronic program guide displayed by the interactive television, the electronic program guide having:
 - at least one television channel listing; and
 - at least one Web site channel listing.
3. The interactive television of Claim 2, further comprising an electronic program guide button, the electronic program guide being displayed when the electronic program guide button is toggled.
4. The interactive television of Claim 3, further comprising a remote control unit, the remote control unit having the electronic program guide button.
5. The interactive television of Claim 2, wherein the electronic program guide further comprises at least one virtual channel indicator, the virtual channel indicator being associated with a respective Web site listing.

6. The interactive television of Claim 5, wherein a consumer can open communications with a Web site represented by a Web site listing by selecting the corresponding virtual channel indicator.

7. The interactive television of Claim 2, wherein the electronic program guide further comprises:

an information panel, the information panel displaying information relevant to a channel on the program guide.

8. The interactive television of Claim 7, wherein the electronic program guide includes content from at least one Web server.

9. The interactive television of Claim 8, wherein the electronic program guide further includes content from at least one television signal source.

10. The interactive television of Claim 9, wherein the electronic program guide further includes content from at least one interactive television system server.

11. An interactive television system, comprising:

at least one Web server;

at least one interactive television system server;

at least one television signal source; and

at least one interactive television, the interactive television receiving information from the Web server, the interactive television system server, and the television signal source, the interactive television periodically displaying an electronic program guide, the

electronic program guide having at least one television channel listing and at least one Web site channel listing.

12. The interactive television system of Claim 11, wherein the interactive television comprises an electronic program guide button, the electronic program guide being displayed when the electronic program guide button is toggled.

13. The interactive television system of Claim 12, further comprising a remote control unit, the remote control unit having the electronic program guide button.

14. The interactive television system of Claim 11, wherein the electronic program guide further includes at least one virtual channel indicator, the virtual channel indicator being associated with a respective Web site listing.

15. The interactive television system of Claim 14, wherein a consumer can open communications with a Web site represented by a Web site listing by selecting the corresponding virtual channel indicator.

16. The interactive television system of Claim 11, wherein the electronic program guide further comprises an information panel, the information panel displaying information to a channel on the program guide.

17. The interactive television system of Claim 16, wherein the electronic program guide further includes content from the at least one Web server.

18. The interactive television system of Claim 17, wherein the electronic program guide further includes content from the at least one television signal source.

19. The interactive television system of Claim 18, wherein the electronic program guide further includes content from the at least one interactive television system server.

20. A method of interactive television, comprising the acts of
providing an electronic program guide to an interactive television;
and

enabling a consumer to view at least one television channel
listing and at least one Web site channel listing using the electronic
program guide.

21. The method of Claim 20, further comprising the act of:
enabling the consumer to scroll between the at least one television channel
listing and the at least one Web site channel listing.

22. The method of Claim 21, further comprising the act of:
enabling the consumer to open communications with at least one Web site
by selecting the at least one Web site listing.

23. The method of Claim 22, further comprising the act of:
displaying information relevant to the a channel listing as the user scrolls
through the electronic program guide.

24. The method of Claim 20, wherein the electronic program guide
includes at least one television channel listing and at least one Web site channel
listing.

25. The method of Claim 24, wherein the electronic program guide is
displayed by toggling an electronic program guide button.

26. The method of Claim 25, wherein the electronic program guide button is located on an interactive television.

27. The method of Claim 25, wherein the electronic program guide button is located on a remote control unit.

28. The method of Claim 24, wherein the electronic program guide further comprises at least one virtual channel indicator, the virtual channel indicator being associated with a respective Web site channel listing.

29. The method of Claim 28, wherein the consumer can open communications with a Web site represented by a Web site channel listing by selecting a corresponding virtual channel indicator.

30. The method of Claim 24, wherein the electronic program guide further comprises:

an information panel, the information panel displaying information relevant to a channel on the program guide.

31. The method of Claim 30, wherein the electronic program guide includes content from at least one Web server.

32. The method of Claim 31, wherein the electronic program guide further includes content from at least one television signal source.

33. The method of Claim 32, wherein the electronic program guide further includes content from at least one interactive television system server.